Approved For Release 2001/08/08: CIA-RDP78-03362A00200030004-0 CHECK LIST FOR PLANNING A SPEECH

THE AIM OF EVERY SPEECH IS TO GET A DESIRED RESPONSE FROM ITS HEARERS

1. DETERMINE YOUR SPECIFIC FURPOSE -- the exact response desired from your hearers. It is the specific thing you want them to do, feel, believe, or understand.

Ask yourself these questions:

- A. In view of myself and my audience, am I trying to accomplish more than I can reasonably expect to achieve?
- B. Is my purpose appropriate for the occasion?
- C. Is it possible to achieve my purpose in the time allotted?
- II. DECIDE WHAT MATERIALS ARE RELEVANT TO YOUR SPECIFIC PURPOSE, AND WHAT SHOULD BE DISCARDED.
- III. ORGANIZE THE RELEVANT IDEAS SO THAT BOTH YOU AND FOUR AUDIENCE CAN DISCERN THEM CLEARLY AND REMEMBER THEM EASILY.
 - A. SELECT YOUR MAIN IDEAS.

Ask yourself:

- l. Do they cirectly support the specific purpose?
- 2. Do they lead to the attainment of this particular purpose, before this particular audience, on this particular occasion?
- 3. Do they touch the wants of my hearers and arouse their curiosity?
- 4. Have I limited their number? The fewer the better. Rarely more than two or three main ideas; never more than five.
- Bo ARRANGE YOU MAIN IDEAS IN A SIMPLE PATTERN SO THAT BOTH YOU AND YOUR AUDIENCE CAN REMEMBER THEM.
- C. DEVELOP EACH MAIN IDEA WITH RELEVANT SUB-IDEAS AND INTERESTING SUP-PORTING MATERIAL.

Here are the questions:

- Lo Do my sub-ideas clarify and prove the main idea?
- 2. Am I using enough facts and figures?
- 3. Do I get down to cases by using "for-instances" liberally?
- h. Do I amke myself clear by using comparisons and contrasts?
- 5. Where can I use visual aids? What types will be best?

IV. NOW WORK OUT YOU CONCLUSION

Asks

- 1. Have I summarized the chief thoughts of the speech and one them up in a neat package?
- 2. Have I answered the question "What Now"?

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AND YOUR INTRODUCTION

Askı

- Will my opening sentence snnp them to attention?
 Do I make them want to hear the rest of the speech?
 Is it brief and to the point?
- VI. CRYSTALLIZE YOUR PLANNING BY FUTTING THE RESULTS DOWN IN BLACK AND WHITE --- IN OUTLINE FORM.